



European Federation of Pharmaceutical
Industries and Associations

Perspectives and expectations of new members who have joined the EAHF since the Open Forum in November 2010 - EFPIA

Open Alcohol Forum, 23 November, Brussels

Maria Brandão, Public Affairs Manager at Lundbeck

- The European Federation of Pharmaceutical Industries and Associations represents the **pharmaceutical industry** operating in Europe:
 - EFPIA's membership: 31 national associations and 35 leading pharmaceutical companies, including Lundbeck;
 - EFPIA's commitment to health: researching, developing and bringing new medicines to patients that will improve health and the quality of life; creating an environment that will enable the research-based pharmaceutical industry to meet healthcare needs;

Q1: *What have you already done/what will you do in terms of commitment to action under the Alcohol and Health Forum?*



Q1 a) What we've done so far...

- Presentation of the latest data on alcohol dependence, European Parliament, 10 May
- Distribution of the report to more than 1000 contacts
- Dissemination of the report in key networks dealing with alcohol policy

Q2 b) Our commitment:

- Roll out communication plans in key European countries
- These plans will vary from country to country to ensure they take into account national

Q2: How do you expect membership in the Forum be helpful for your work?

- Access to knowledge of effective policy measures and contributions to reduce alcohol-related harm
- Explore the potential of partnerships with the medical community to address barriers to early diagnosis and effective management (e.g. trainings, guidelines, educational materials)
- Explore future commitments in the workplace



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Thank you for listening!

For more information contact:

Maria Brandão, Public Affairs Manager at Lundbeck at
mdao@lundbeck.com

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